

**Business Location Facts**  
**Location in District #4**

**Corporate Information:** NarrowCast Group LLC  
111 W. Washington Street, Suite 300  
Louisville KY 40202

**Category:** Expansion

**Metro Location:** Same as above

**Web Site:** [www.itbe.com](http://www.itbe.com)

**Business/Project Description:** NarrowCast Group, LLC launched IT Business Edge (ITBE) in June 2003. ITBE targets high-level technology decision-makers and provides business critical information, tools and analysis to this audience. NarrowCast leverages internet search, database and direct marketing capabilities to build a registered user base. In turn, it delivers highly responsive leads and advertising to IT vendors, along with premium product sales to users. ITBE delivers mission critical information to 500,000+ registered users and 300,000+ active users with significant budget authority. The company currently employs 27 Kentucky residents at an average annual salary of \$61,000. The company needs to expand at another location to meet its growth demands and plans to create 36 new jobs at an average annual salary of \$56,667, creating new payroll of \$2,040,000 and new investment of \$300,000 primarily in equipment.

**Primary Incentive requested:** ☒ KJDA ☐ KIDA ☐ KEIA ☐ OTHER(s)

**Local Participation:** The recommended local occupational tax participation level is **1%**.

**KEDFA Proceedings:**

<b>Preliminary Approval Date:</b>	<b>October 30, 2008</b>
<b>Final Approval Date:</b>	Expected <b>October, 2009</b>
<b>Activation Date:</b>	Expected <b>October, 2010</b>

**Projected Investment and Employment:**

Existing Local Employment: <b>31</b>	Total Square Footage: <b>3,700</b>
Jobs to be created at activation: <b>36</b>	Ultimate Investment: <b>\$300,000</b>
Average F/T Salary: <b>\$56,667</b>	New Payroll at activation: <b>\$2,040,000</b>

**Local Annual Economic Impact at Activation (year one):**

	<b>Direct Impact</b> (spin-off)	<b>Total Impact</b>
Projected tax revenues	\$30,312	\$48,145
<b>*Local KJDA benefits</b>	\$20,400	\$20,400
<b>Net benefit to community</b> (Local new taxes, less incentives)	\$9,912	\$27,745

**\*State to Local Participation Ratio is 80% from the State with 20% local participation.**